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Washington, DC
103UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549ANNUAL AUDITED REPORT
FORM X-17A-5
PART III

FACING PAGE

Information Required of Brokers and Dealers Pursuant to Section 17 of the
Securities Exchange Act of 1934 and rule 17a-5 ThereunderREPORT FOR THE PERIOD BEGINNING January 1, 2007 AND ENDING DECEMBER 31, 2007

OMB APPROVAL

OMB Number: 3235-0123
Expires: January 31, 2008
Estimated average burden
hours per response 12.00

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: WESTROCK ADVISORS, INC.

OFFICIAL USE ONLY

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

FIRM I.D. NO.

230 Park Avenue 9th Floor

(No. and Street)

New York

New York

10169

(City)

(State)

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

GREG MARTINO

(212) 922-1995

(Area code - Telephone Number)

B ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this report*

Rossello, JOSEPH A.

(Name - if individual, state last, first, middle name)

280 Route 109, Suite 4

Farmingdale

NY

11735

(Address)

(City)

(State)

(Zip Code)

CHECK ONE:



Certified Public Accountant



Public Accountant



Accountant not resident in United States or any of its possessions

PROCESSED

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*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-012)

Potential persons who are to respond to the collection of
information contained in the form are not required to respond
unless the form displays a currently valid OMB control number.

OATH OR AFFIRMATION

I, GREG MARTINO swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statements and supporting schedules pertaining to the firm of WESTROCK ADVISORS, INC. as of December 31, 2007 are true and correct. I further swear (or affirm) that neither the Company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

Michelle Vales
Notary Public State of New York
No. 01VA6113490
Qualified in Kings County
Commission Expires August 2, 2008


Signature


Michelle Vales

Notary Public

Sworn before me this 28th
day of February 2008.

This report** contains (check all applicable boxes):

- ☒ (a) Facing Page
- ☒ (b) Statement of Financial Condition
- ☒ (c) Statement of Income (Loss)
- ☒ (d) Statement of Changes in Financial Condition
- ☒ (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital
- ☒ (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors
- ☒ (g) Computation of Net Capital
- ☒ (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3
- ☐ (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3
- ☐ (j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-3 and the Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3
- ☒ (k) A Reconciliation between the audited and unaudited statements of Financial Condition with respect to methods of consolidation
- ☒ (l) An Oath or Affirmation
- ☐ (m) A copy of SIPC Supplemental Report
- ☐ (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit

** For conditions of confidential treatment of certain portions of this filing, see section 240.7a-52(e)(3)

DESIGNATION OF ACCOUNTANT
(Notice Pursuant to Rule 17a-5(f)(2))

(i) **Broker or Dealer**

Name: WESTROCK ADVISORS, INC.

Address: 230 Park Avenue, 9th Floor
New York, NY 10169

Telephone: (212) 922-1995

SEC Registration Number: 8-53419

NASD Registration Number:

(ii) **Accounting Firm: JR Financial Services, Inc.**

Name: Joseph A. Rossello

Address: 280 Route 109, Suite 4
Farmingdale, NY 11735

Telephone: (516) 470-1545

Accountant's State Registration Number: NY 076321

(iii) **Audit date covered by the Agreement:** (Month) (Day) (Year)
 December 31, 2007

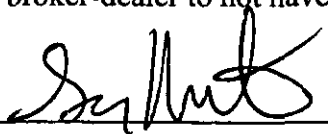
(iv) **The contractual commitment to the conduct the broker's or dealer's annual audit – (check one)**

 (X) is for the annual audit only for the fiscal year ending 2007*

 () is of a continuing nature providing for successive annual audits.

 * If this commitment is not of a continuing nature, it will be necessary to file this form each successive year.

Pursuant to Rule 17a-5(f)(2), the above person has been designated as the independent public accountant for the above-mentioned broker-dealer. I understand that, pursuant to SEC Rule 17a-5(f)(1) the Securities and Exchange Commission will not recognize: (a) any person as a certified public accountant who is not duly registered in good standing as such under the laws of his place of residence or principal office; or (b) any person as a public accountant who is not in good standing and entitled to practice as such under the laws of his place of residence or principal office. Lastly, I understand that should the above-mentioned broker-dealer submit an audit by someone not recognized by the SEC as set forth in Rule 17a-5(f)(1), NASD may deem the audit of the broker-dealer to not have been filed.

Signature: 

Name: GREG MARTINO

(By Firm's FINOP or President)

President

Title: _____ Date: _____

WESTROCK ADVISORS, INC.
FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION
DECEMBER 31, 2007

WESTROCK ADVISORS, INC.

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BALANCE SHEET

WESTROCK ADVISORS, INC.
STATEMENT OF FINANCIAL CONDITION
DECEMBER 31, 2007

ASSETS

	<u>Allowable</u>	Non - <u>Allowable</u>	<u>Total</u>
Cash and cash equivalents	\$ 205,106	\$ -0-	\$ 205,106
Due from clearing broker	950,584	-0-	950,584
Investments	24	194,976	195,000
Furniture and fixtures (net of accumulated depreciation of \$201,066)	-0-	187,882	187,882
Other assets and advances	<u>-0-</u>	<u>1,607,683</u>	<u>1,607,683</u>
 Total Assets	 <u>\$1,155,984</u>	 <u>\$1,990,541</u>	 <u>\$3,146,255</u>

LIABILITIES AND STOCKHOLDERS' EQUITY

	<u>Allowable</u>	Non - <u>Allowable</u>	<u>Total</u>
Bank loans payable	\$ 74,362	\$ -0-	\$ 74,362
Accounts payable and accrued expenses	<u>817,402</u>	<u>26,118</u>	<u>843,520</u>
 Total Liabilities	 <u>\$ 891,764</u>	 <u>\$ 26,118</u>	 <u>\$ 917,882</u>
 Stockholders' Equity			
Common stock-voting 2,500,000 shares authorized 1,306,812 share issued and outstanding			450
Paid-in capital			3,823,945
Accumulated Deficit			(1,539,470)
			2,284,925
Less: treasury stock			(56,552)
Total Stockholders' Equity			<u>2,228,373</u>
 Total Liabilities and Stockholders' Equity			 <u>\$3,146,255</u>

The accompanying notes are an integral parts of these statements.

WESTROCK ADVISORS, INC.
COMPUTATION OF NET CAPITAL UNDER
S.E.C. RULE 15c3-1
AT DECEMBER 31, 2007

Credit factors:

Capital stock	\$ 450
Paid-in capital	3,823,945
Treasury stock	(56,552)
Accumulated deficit	<u>(1,539,470)</u>
Total Credit Factors	2,228,373

Debit factors:

Investments	194,976
Fixed assets	187,882
Other assets & advances	<u>1,607,683</u>
Total Debit Factors	<u>1,990,541</u>

Net Capital Before Haircuts **237,832**

Less: Haircuts **11,026**

Net Capital **226,806**

Less: Minimum net capital requirements (Rule 15c3-1) **59,451**

Excess Net Capital **\$ 167,355**

Capital Ratio:

Aggregate Indebtedness	<u>\$ 891,763</u>	=	3.93 To 1
Net Capital	226,806		

The accompanying notes are an integral part of these statements.

WESTROCK ADVISORS, INC.
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED DECEMBER 31, 2007

Income:

Commission income	\$ 18,446,499
Dividend & Interest Income	516,867
Other Income	<u>163,413</u>
Income From Operations	<u>19,126,779</u>

Expenses:

Advertising	642
Auto expense	63,217
Bank charges	28,319
Claim settlements	35,185
Clearing & execution	833,941
Cold callers	208,603
Commissions	13,361,295
Depreciation & amortization	68,766
Donations	21,765
Dues and subscriptions	332,663
Employee benefits	304,330
Insurance	63,058
Interest expense	19,944
Legal & Professional	320,388
Office & sundry expense	164,346
Officer's salary	505,626
Office Salaries	921,628
Outside services	554,499
Payroll taxes	191,625
Postage & delivery	75,753
Rent	1,102,488
Sales Tax	4,221
Telephone & Utilities	182,814
Travel & Entertainment	<u>408,550</u>
Total Operating Expenses	<u>19,773,666</u>

Net Loss Before Provision For Taxes	(646,887)
Provision for (benefit from) Income Taxes	<u>(62,771)</u>
Net Loss	<u>(\$ 584,116)</u>

The accompanying notes are an integral part of these statements.

WESTROCK ADVISORS, INC.
STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY
FOR THE YEAR ENDED
DECEMBER 31, 2007

	<u>Common Stock</u>	<u>Treasury Stock</u>	<u>Paid-in Capital</u>	<u>Accumulated Deficit</u>	<u>Total Stockholders' Equity</u>
Balance – 1/1/2007	\$ 450	(\$ 56,552)	\$ 3,823,945	(\$ 955,354)	\$ 2,812,489
Additional capital	-0-		-0-		-0-
Net Loss	<u>-0-</u> 450	<u>-0-</u> (56,552)	<u>-0-</u> 3,823,945	<u>(584,116)</u> (1,539,470)	<u>(584,116)</u> 2,228,373
Less: Distributions	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
Balance – 12/31/2007	<u>\$ 450</u>	<u>(\$ 56,552)</u>	<u>\$3,823,945</u>	<u>(\$1,539,470)</u>	<u>\$ 2,228,373</u>

The accompanying notes are an integral part of these statements.

**WESTROCK ADVISORS, INC.
STATEMENT OF CHANGES IN LIABILITIES
SUBORDINATED TO CLAIMS OF
GENERAL CREDITORS
FOR THE YEAR ENDED DECEMBER 31, 2007**

NONE

The accompanying notes are an integral part of these statements.

WESTROCK ADVISORS, INC.
COMPUTATION FOR DETERMINATION OF RESERVE REQUIREMENTS
AND INFORMATION RELATING TO POSSESSION OR CONTROL
REQUIREMENTS UNDER RULE 15c3-3 OF THE SECURITIES AND
EXCHANGE COMMISSION
FOR THE YEAR ENDED DECEMBER 31, 2007

COMPUTATION FOR DETERMINATION OF RESERVE REQUIREMENTS

The Company operates under the exemptive provisions of paragraph (k)(2)(ii) of SEC rule 15c3-3. All customer transactions were cleared through another broker-dealer on a fully disclosed basis.

INFORMATION RELATING TO POSSESSION OR CONTROL REQUIREMENTS

The Company has complied with the exemptive requirements of SEC rule 15c3-3 and did not maintain possession or control of any customer funds or securities as of December 31, 2007.

See the accompanying Independent Auditor's Report.

WESTROCK ADVISORS, INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED
DECEMBER 31, 2007

Cash Flows From Operating Activities:

Net Loss **(\$ 584,116)**

**Adjustments To Reconcile Net Income to Net
Provided By Operating Activities:**

Depreciation **68,766**

Changes in assets (increase) decrease:

Accounts receivable **(646,258)**

Investments **2,042,921**

Prepaid expenses **(751,829)**

Changes in liabilities increase (decrease):

Accounts payable **(170,117)**

Short securities **(1,685)**

Total Adjustments **541,798**

Net Cash Used In Operating Activities **(42,318)**

Cash Flows From Investing Activities:

Purchase on fixed assets **(214,512)**

Net Cash Used in Investing Activities **(214,512)**

Cash Flows From Financing Activities:

Increase in long-term debt **61,507**

Net Cash Provided By Financing Activities **61,507**

Net Increase in Cash **(195,323)**

Cash, Beginning of Year **400,429**

Cash, End of Year **\$ 205,106**

Supplementary Cash Flow Disclosures

Investment Interest Expense **\$ 19,944**

See accompanying notes to financial statements.

WESTROCK ADVISORS, INC.
NOTES TO FINANCIAL STATEMENTS
(SEE INDEPENDENT AUDITOR'S REPORT)

Note 1 - Summary of Significant Accounting Policies

Business Activity

Westrock Advisors, Inc. conducts business as a broker-dealer in securities and is registered with the Securities and Exchange Commission (SEC) pursuant to Rule 15c 3-3 (k) (2) (b) which provides that all the funds and securities belonging to the Company's customers would be handled by a correspondent broker-dealer.

Westrock Advisors, Inc. is a wholly owned subsidiary of Westrock Group, Inc.

Basis of Accounting

The Company reports its activity on the accrual basis of accounting. Under this method customers security transactions are recorded on the settlement date with related commission income and expenses recorded on the trade date. Security transactions of the Company are recorded on the trade date basis. Expenses are recorded when incurred.

Market (Fair) Value

Marketable securities are valued at their current market value. Securities not readily marketable are valued at their fair value as determined by the Board of Directors. The resulting difference between cost and market (fair value) is included in income in the period incurred.

Property and Equipment

Property and equipment is stated at cost. The costs of additions and betterments are capitalized and expenditures for repairs and maintenance are expensed in the period incurred. When items of property and equipment are sold or retired, the related costs and accumulated depreciation are removed from the accounts and any gain or loss is included in income.

Use of Estimates

The Preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

WESTROCK ADVISORS, INC.
NOTES TO FINANCIAL STATEMENTS
(SEE INDEPENDENT AUDITOR'S REPORT)

Note 2 - Capital Stock

The Company is authorized to issue 2.5 million shares of common stock with a par value of \$.01 per share. As of December 31, 2006 there were 1,306,812 shares issued and outstanding.

Note 3 - Net Capital Requirements

The Company is subject to the Securities and Exchange Commission Uniform Net Capital Rule 15c 3-1, which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to the net capital, both as defined, shall not exceed 15 to 1 (and the rule of the "applicable" exchange also provides that equity capital may not be withdrawn or cash dividends paid if the resulting net capital ratio would exceed 10 - 1). At December 31, 2007, the Company had net capital of \$226,806, which was \$167,355 in excess of its required net capital of \$59,451. The capital ratio was 3.93 To 1.

Note 4 - Income Taxes

Effective January 1, 2006, the Company has adopted the Statement of Financial Accounting Standards (SFAS) No. 109 "Accounting for Income Taxes" which requires that the Company follow the liability method of accounting for income taxes.

Note 5 - Commitment

The Company leases its office facilities under a non-cancelable operating lease requiring minimum rentals as follows:

Years Ending December 31:

2008	\$ 1,330,181
2009	1,396,553
2010	1,466,193
2011	1,461,204
2012	<u>1,534,264</u>
	<u>\$ 7,188,395</u>

WESTROCK ADVISORS, INC.
NOTES TO FINANCIAL STATEMENTS
(SEE INDEPENDENT AUDITOR'S REPORT)

Note 5 - Commitments, (cont'd).

In addition, the lease provides for escalation clauses for increases in real estate taxes, building maintenance and electric usage.

Rent expense charged to operations for the year ended December 31, 2007 amounted to \$1,102,488.

Note 6 - Contingencies

In the normal course of business, the Company may be a party to various litigation and regulatory matters. As of December 31, 2007 there were no legal proceeding pending against the Company.

WESTROCK ADVISORS, INC.
NET CAPITAL COMPUTATION RECONCILIATION
AT DECEMBER 31, 2006

NET CAPITAL PER FOCUS REPORT	\$ 226,804
Deduct: Additional expense accrual	(<u> -0- </u>)
NET CAPITAL PER NET CAPITAL COMPUTATION	<u> \$ 226,804 </u>

The objectives of a system and practices and procedures are to provide management with reasonable, but not absolute, assurance that the assets, for which the Company has responsibility, are safeguarded against loss from unauthorized use or disposition and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

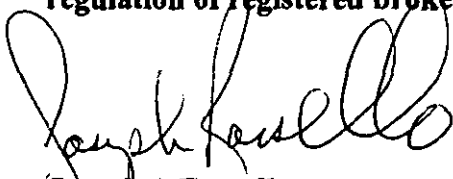
Because of inherent limitations in internal control or the practices and procedures referred to above, errors or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of the changes in conditions or that the effectiveness of their design and operation may deteriorate.

A material weakness is a significant deficiency, or combination of significant deficiencies, that results in more than a remote likelihood that a material misstatement of the financial statements will not be prevented or detected by the entity's internal control.

Our consideration of the internal control was for the limited purpose described in the first and second paragraphs and would not necessarily identify all deficiencies in internal control that might be material weaknesses. We did not identify any deficiencies in internal control and control activities for safeguarding securities that we consider to be material weaknesses, as defined above.

We understand that the practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures were adequate at December 31, 2007 to meet the SEC's objectives.

This report is intended solely for the use of management, the Securities and Exchange Commission, the National Association of Securities Dealers, Inc., and other regulatory agencies, which rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers and should not be used for any other purpose.



Joseph A Rossello
JR Financial Services, Inc.
Farmingdale, NY
February 19, 2007